

Paradise Valley builder opens boutique design center on Lincoln Drive

BY JAN BUCHHOLZ

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Three buildings at 5203 E. Lincoln Drive in Paradise Valley have been converted into a unique retail concept called the PV Design Center. One building soon will be filled with state-of-the-art kitchen appliances, and the folks there will offer free espresso drinks to anyone who stops by.

"Sub-Zero/Wolf will install kitchen vignettes in the next 60 days, and we'll be offering free lattes on the patio. We want people to think of this as Starbucks, but that you don't have to pay," said Rich Brock, the creator and owner of the center.

The primary focus of the PV Design Center isn't free coffee, however.

Brock, a custom-home builder, has taken the two buildings in front and a third out back to create installations featuring all sorts of building materials and products from 35 local vendors he's worked with for 16 years. The center has been open since the first of the year, but he's added more along the way.

Brock hand-picks the center's vendors based on the quality of their work. They all have a track record of doing business in Paradise Valley, Scottsdale and the Arcadia neighborhood of Phoenix, and none competes directly with the others. Each pays \$500 a month for exclusive floor space and marketing materials.

"I don't make any money from it. It helps with overhead," he said.

Instead, Brock makes his money from the referrals he receives for home-building and remodeling work.

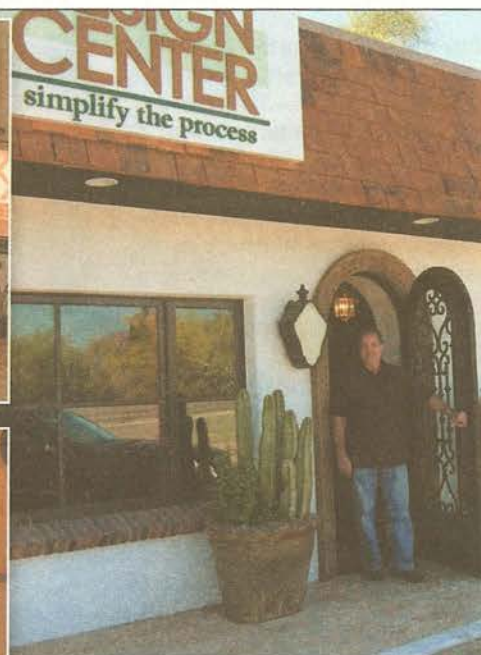
Dennis Fallon, owner of Door Works,



said he was sold on the center from the get-go.

"It was a slam dunk the way Rich presented it. He has the center staffed, and they can show the product from start to finish," Fallon said.

Brock spent \$500,000 remodeling the 1950s-era spaces with the latest in floors, ceilings, walls, doors, windows, tiles, plumbing fixtures, showers and home automation. All sorts of roofing types are displayed as part of the roof, and there's a



PHOTOS BY JAN BUCHHOLZ | PHOENIX BUSINESS JOURNAL

Rich Brock is the owner of PV Design Center, which features building materials and products from 35 local vendors.

putting green between the structures. The landscaping and patio area are the collective work of various vendors, each with a different product to sell.

There's a fully functioning kitchen and bar inside one building, along with a wine cellar built into a closet.

"We've used every inch of this place to showcase different products and finishes," he said.

Brock said his commitment is significant: He's made a half-million-dollar in-

vestment in the 4,500-square-foot property, which he leases, albeit for a 12-year term.

"I've got a place that showcases subcontractors, suppliers, tradesmen, artisans and craftsmen all in one place," Brock said. "It's like a custom home store."

With 72,000 cars zipping by every day, Brock said, he expects to draw a healthy number of people who are remodeling or building high-end homes.

"If you want to do it yourself, you can go to Home Depot. If you want no assembly required, then we're it," Brock said.

Designers are welcome to bring clients, and work space is provided.

Kim Alonzo, owner of KA Designs LLC, said her clients love it.

"Normally, designers are driving clients all over the Valley; but here, they can see everything in front of them in one spot," Alonzo said. "They're very excited to see what it looks like, and it encourages discussion."

But you don't have to hire a designer to take advantage of it. It's fine to walk in off the street and look around.

Rick Chafey, owner of Red Rock Pools & Spas, said there's some buyer comfort in knowing every one of the vendors has worked with Brock, and he can vouch for them.

"It's hard to find someone you can trust," Chafey said.

The small-scale retail boutique feel also is reassuring, he said.

"I don't think I've seen anyone do this in this kind of fashion," Chafey said.

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